KINTO SHARE

CUSTOMER JOURNEY

KINTO

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Purpose of the document

The following slides present the standard steps of the customer journey of KINTO Share.

It is a baseline for all the markets to understand and analyze the pan-e customer journey and to build on it based on local needs and use cases to be activated.

Journey overview

Journey overview

AWARENESS | **INTEREST**

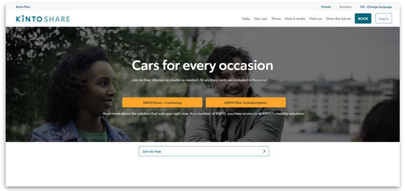
Marketing activity

As a result of marketing activities (ads, promo campaigns,...) or personal research the user lands on the KINTO Share website or directly on the app store.



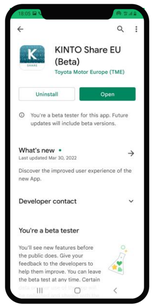
Browsing KINTO Share website

On KINTO Share website s/he starts to understand the service and the pricing.



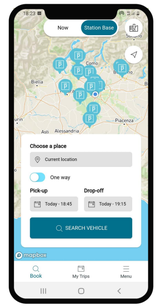
Download

Downloads the app from the store in order to evaluates the service and look for a vehicle.



Browsing the app

Starts to navigate the app to understand the functioning and looks for vehicles availability.



Journey overview

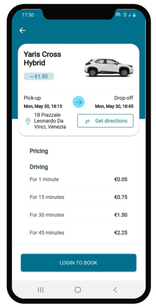
INTEREST

CONVERSION (to user)

CONVERSION (to active user)

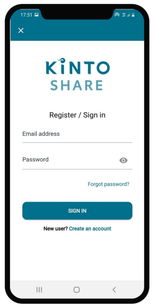
Vehicle selection

Selects a vehicle of interest and checks the pricing. When trying to proceed s/he is redirected to the sign-up page.



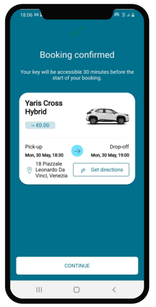
Signing up/in

Follows the steps of the sign-up process to upload his/her information, requested documents and a valid payment method.



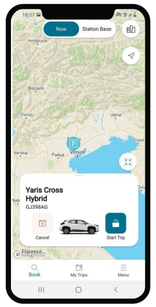
Booking

After having a valid account with a verified payment method s/he can book the vehicle selected to use it immediately or for later.



Start trip

Receives the digital key to open the vehicle soon before the rental starts.





Journey overview

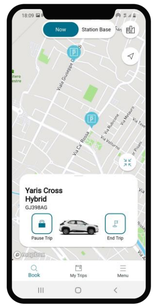
CONVERSION

LOYALTY

ADVOCACY

Usage

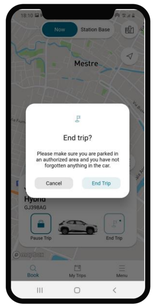
During the rental s/he can easily open and close the vehicle directly with the app. S/he can also extend the rental if needed.





End trip

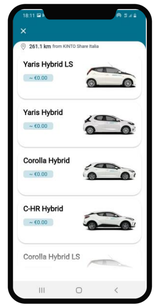
Arrived at the station it takes just 2 clicks to end the trip.





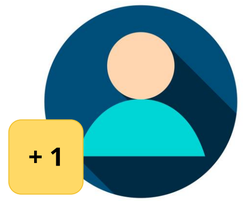
Next booking

If s/he is satisfied of the experience s/he looks for other vehicles and plan his/her next rental.



Referral

S/e also suggests the service to a friend whose mobility needs could be met using KINTO Share service.



Browsing

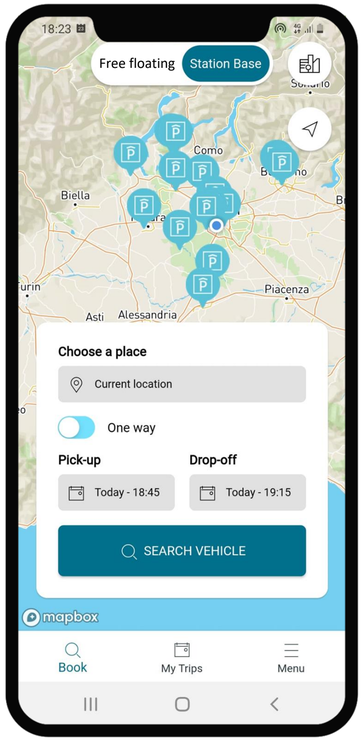


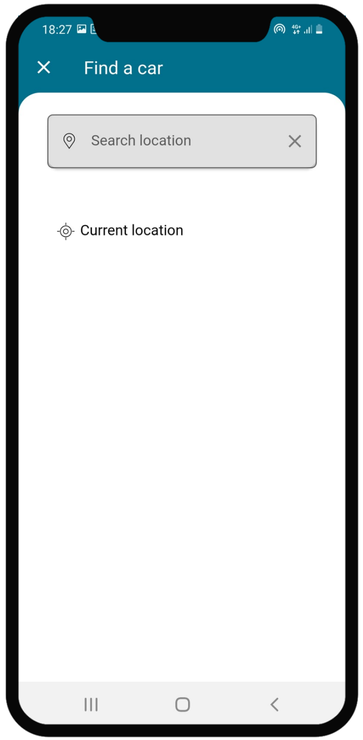
Homepage & vehicle search

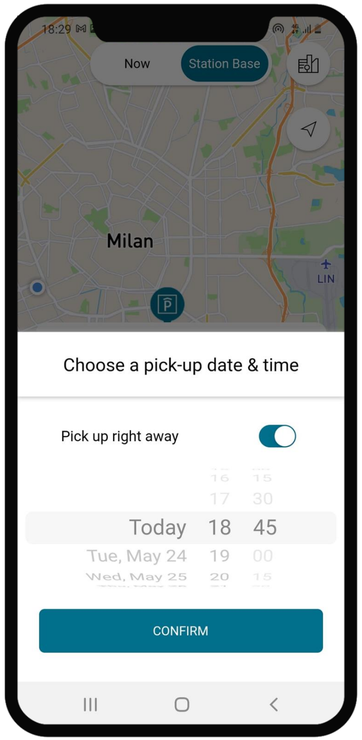
The user visualizes the map with the pinpoints of the parking/stations available.

Selects a parking, choses her/his location or a specific address to look for vehicle availability.

Selects if s/he needs a vehicle for now or chooses a time to plan a trip.

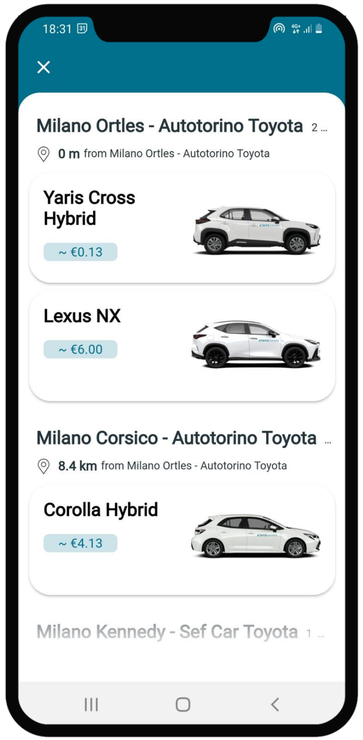




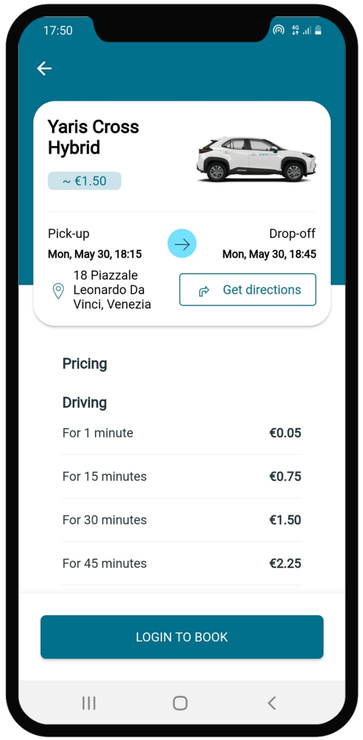


Vehicle selection and onboarding

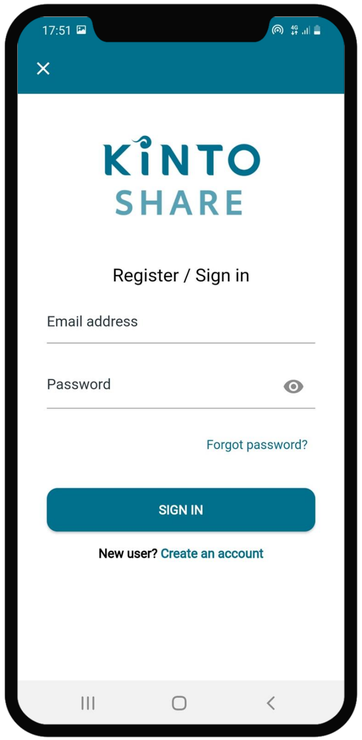
Visualizes available options, by proximity or based on the address or parking s/he input for the search and selects a vehicle model.



Visualizes details of the vehicle including the pricing scheme and kms included (where available) and proceeds.



Is redirected to the sign-in/sign-up page to enter with his/her account or to create a new one.

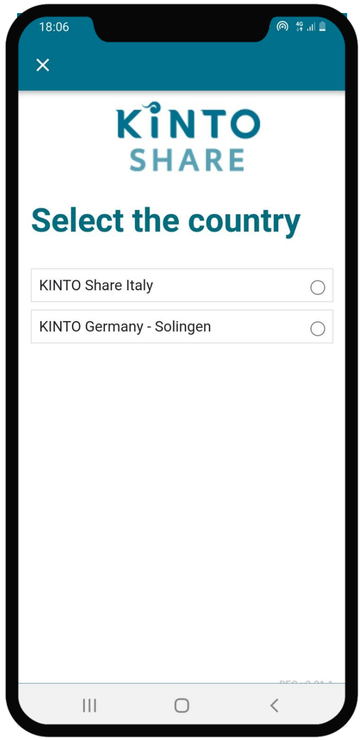


Signing up

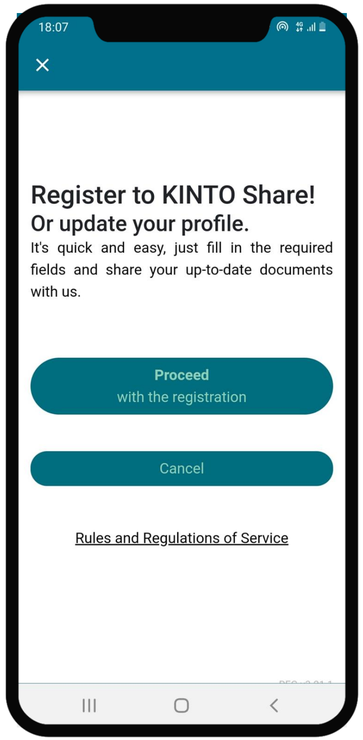


Sign up - private user

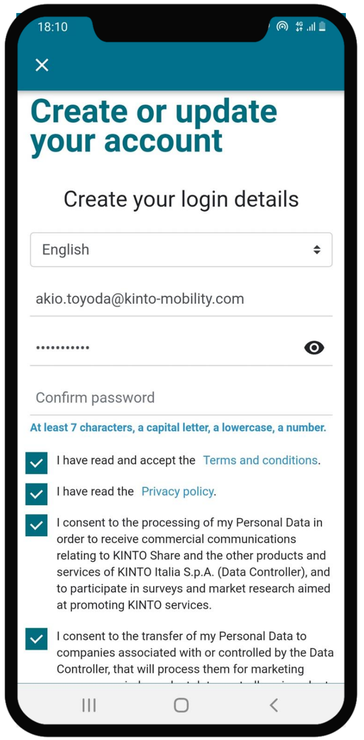
Selects the country of interest and proceeds. This will direct him/her to the onboarding flow of the country selected (which is based on local requirements such as terms and conditions, documents required, data required…).



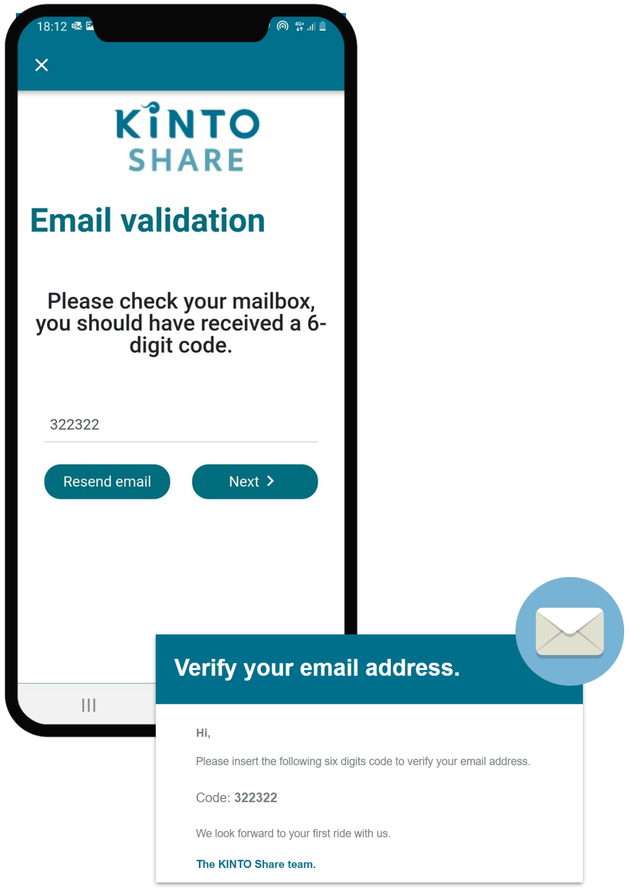
Is asked a confirmation to proceed with the registration and can visualize rules and regulations of the service if needed.



Inserts email, password and checks the T&C, Privacy policy and optional consents.

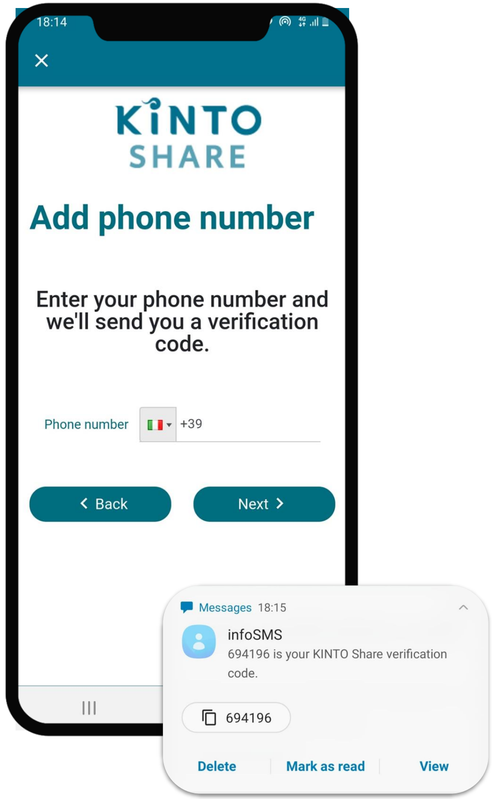


Receives a link by email to verify the address provided.

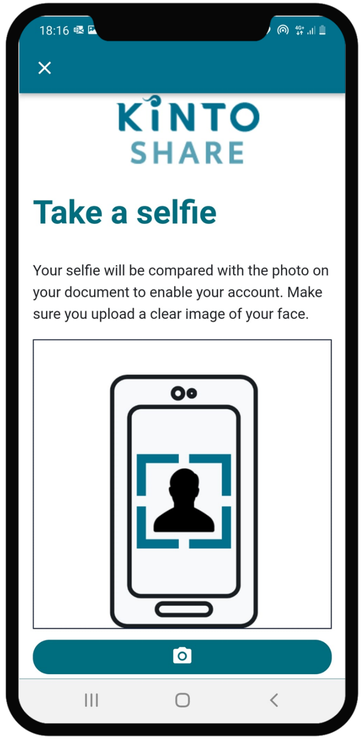


Sign up - private user

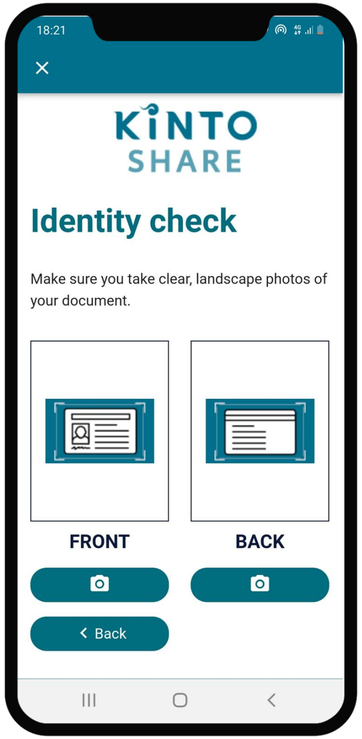
Inserts his/her phone number and verifies it with an OTP sent by sms.



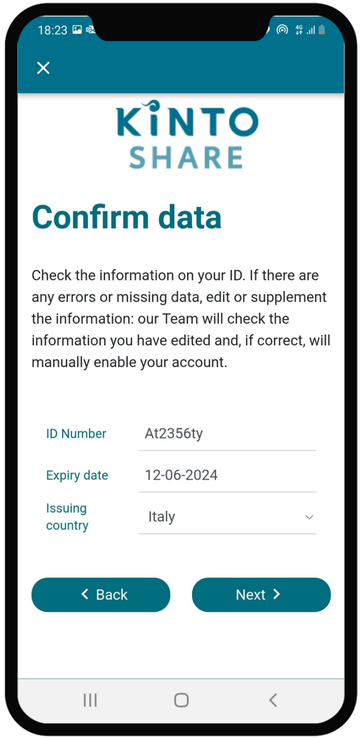
Provides a selfie (the system will compare it with the picture in the driving license).



Provides the picture of his/her ID (this step can be configured by each market depending on local needs).

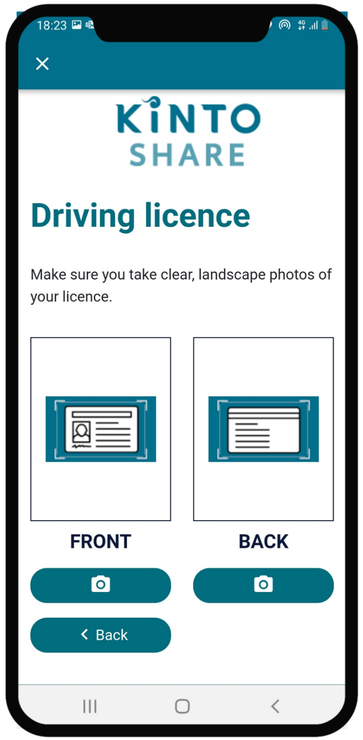


The platform will automatically extract data from the card. In case this is not possible (e.g. blurry picture) the user can input manually the data.

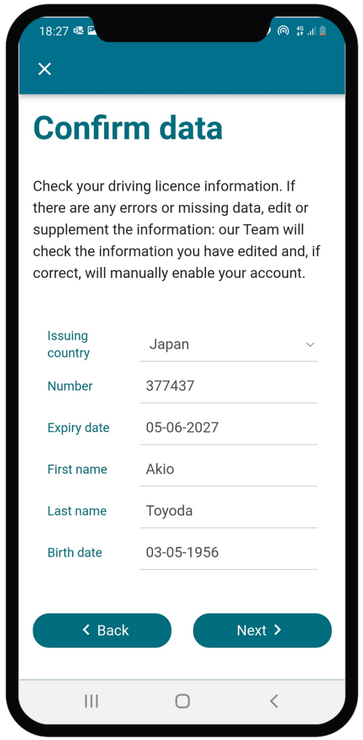


Sign up - private user

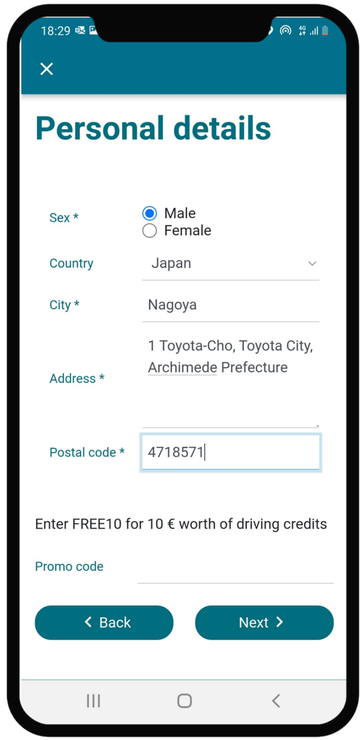
Uploads pictures of his/her driving license.



Also in this case the platform extracts the data from the document but the user can modify manually if there is any error.



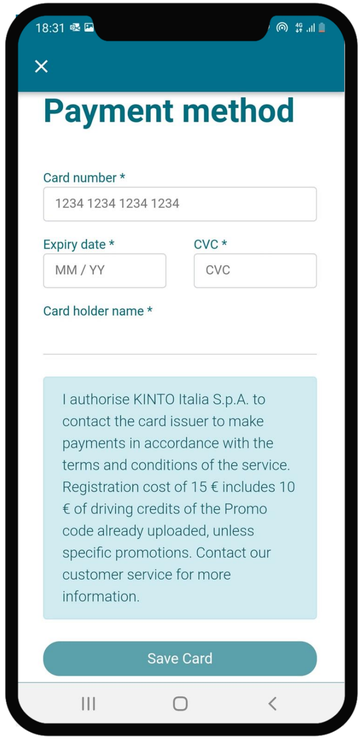
Inputs personal details.



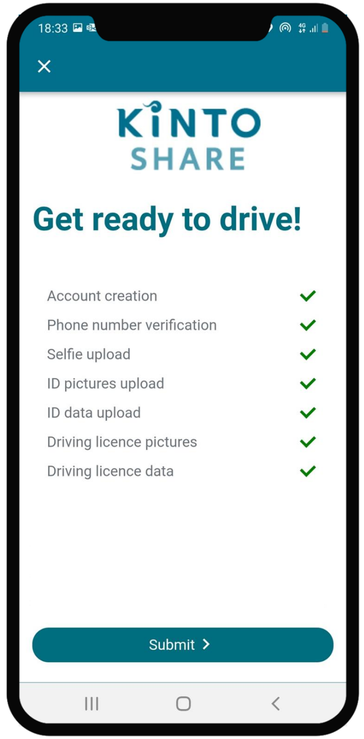
The user can register both form mobile or desktop and upload documents either by taking a picture or by uploading a document stored in his phone or computer.

Sign up - private user

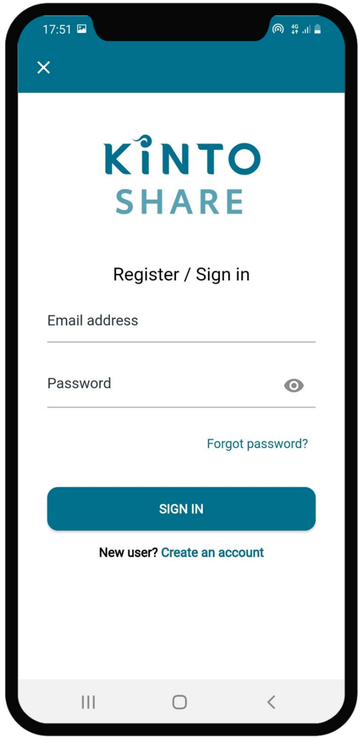
Inputs his/her payment method (debit or credit by Visa, MasterCard or American Express). At this step he also might be asked a 3D verification code by his bank. In this case s/he will land on a webpage of his/her bank where s/he will be able to proceed only after verifying his/her identity (sms code verification, bank app authorization, etc.).



Lands on a summary page of his registration process.



After proceeding s/he lands on the sign in page where s/he can input the newly created credentials.

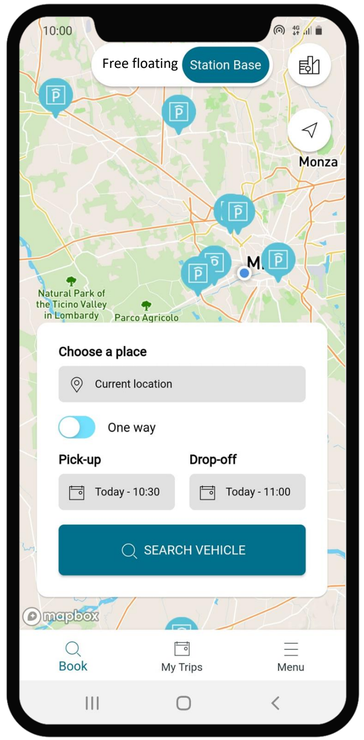


If the user doesn't modify manually any information extracted by the system and there is a match between the selfie and the license s/he is approved automatically. Otherwise a manual validation is required before s/he can confirm his/her booking. A message can be displayed to inform the user in case of pending account verification.

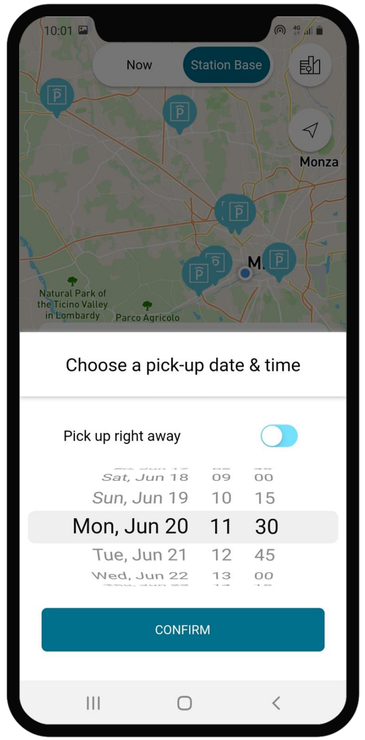
Booking

Vehicle search

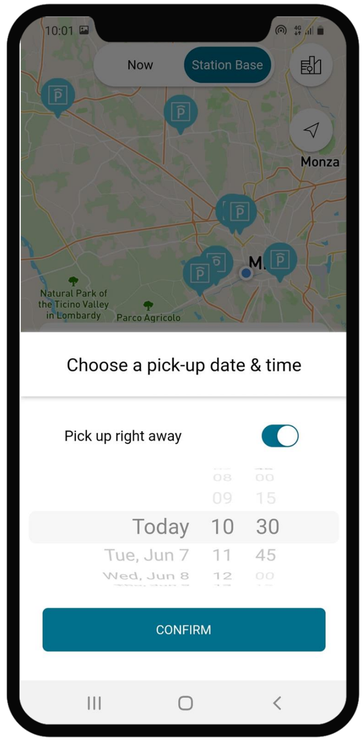
If the user has chosen a vehicle before registering s/he will land on the vehicle page (next slide second image) otherwise s/he will land on the homepage with the map.



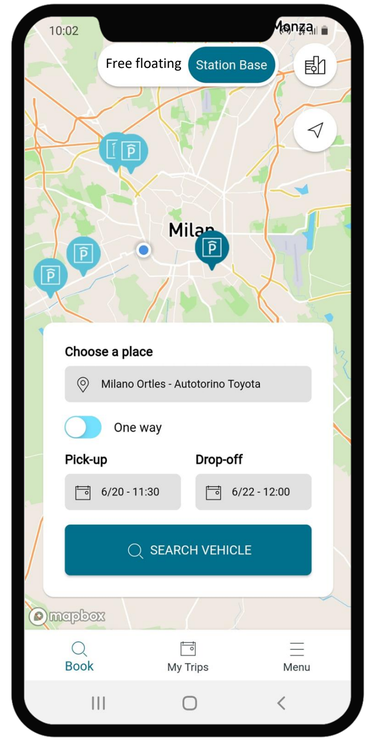
S/he chooses the desired pick-up and drop-off time by using the selector.



In case s/he wants to use the vehicle right away he can select the toggle “pick up right away”.



If s/he wants to display results for a particular station s/he can select it. Otherwise the system will look for availability by proximity.

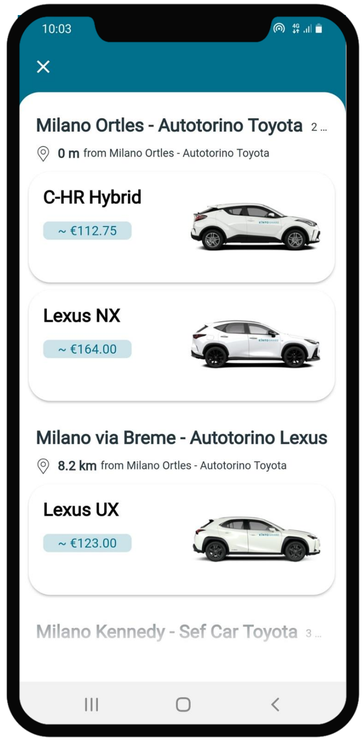


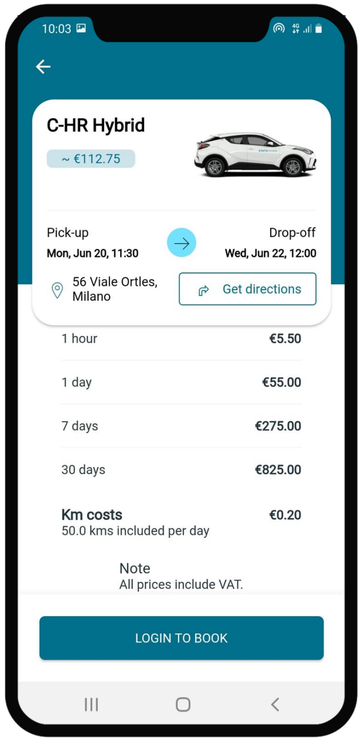
Vehicle selection

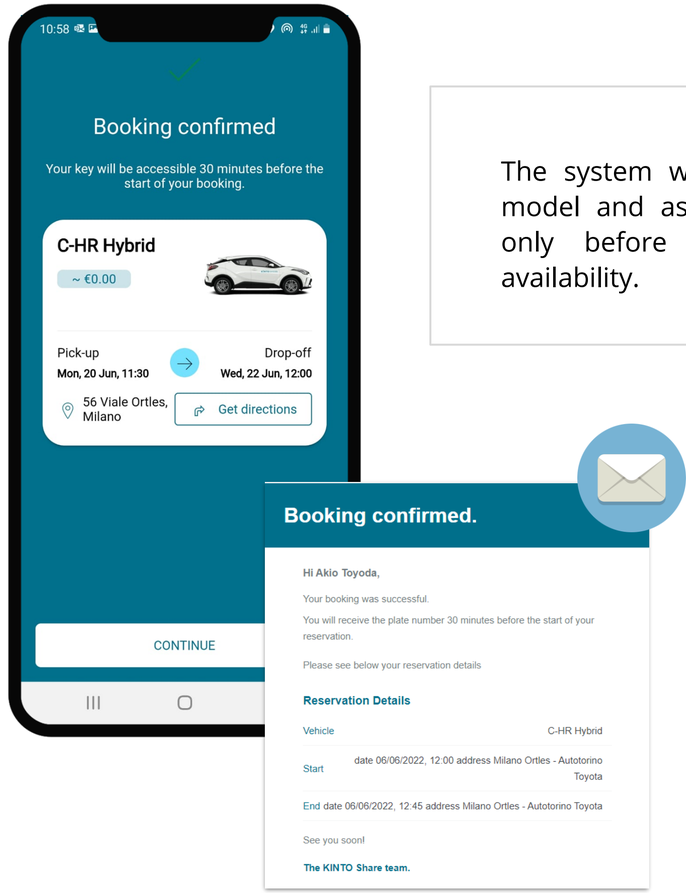
Visualizes the results with already an indication of price for the time period selected. All results are grouped by parking starting from the closest available option.

Selects the desired vehicle model and sees the pricing applied.

The system confirms the booking to the user. The user also receives an email confirmation with the details of his booking.







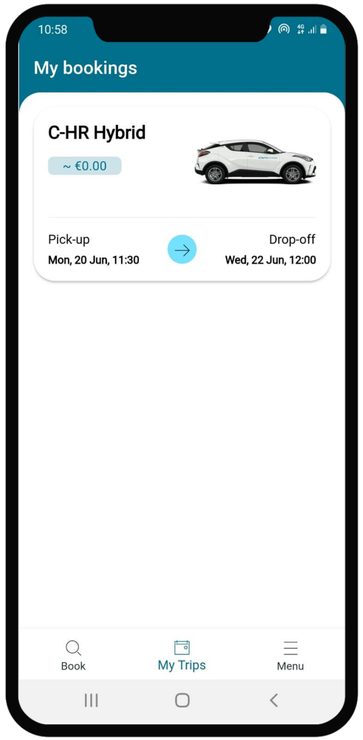
The system will book a request for a model and associate a specific vehicle only before the rental, based on availability.

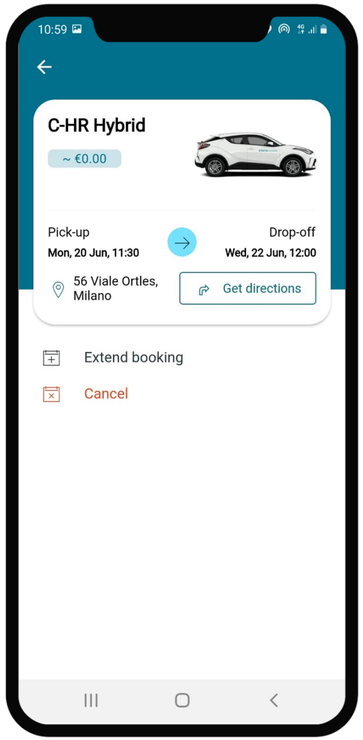
Booking management

Bookings list

The user can visualize his/her bookings anytime from “My trips” section.

By clicking on each tile s/he will visualize additional information and options such as the extension or cancellation of the booking.



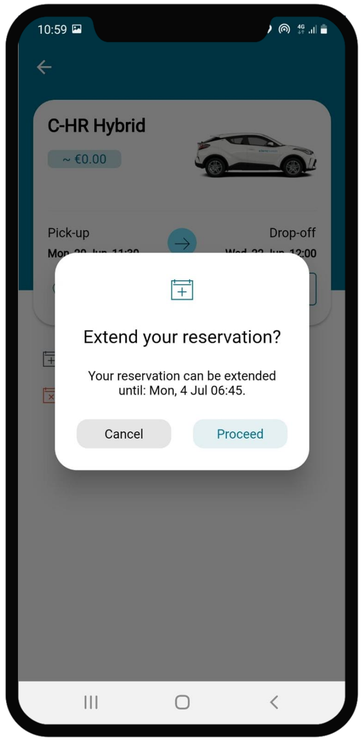


i

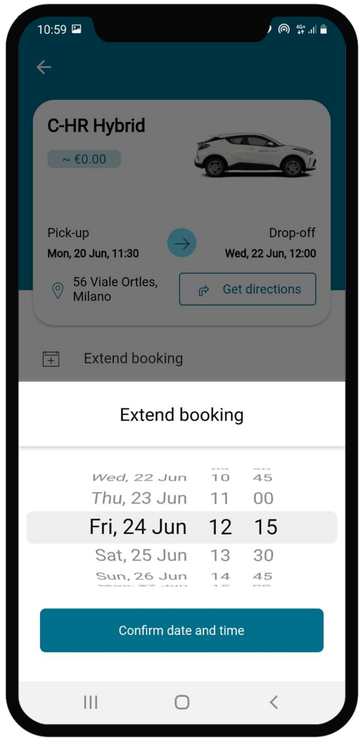
It is possible to have more bookings at the same time as long as they do not overlap.

Booking management

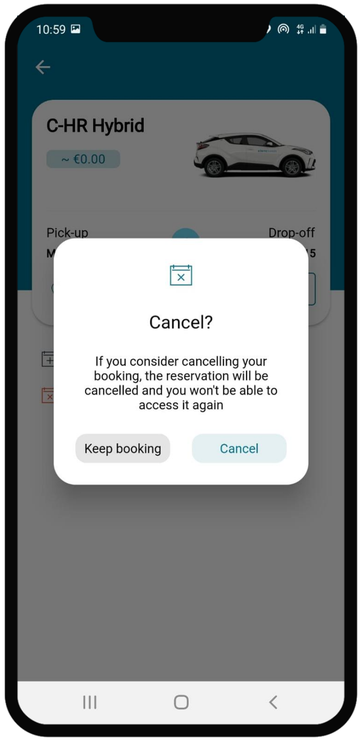
S/he can at anytime extend the booking based on the selected vehicle availability.



Selects a new drop-off date and confirms. The booking is automatically updated.



It is also possible to cancel the booking if required. The app will ask a confirmation to the user before the cancellation.

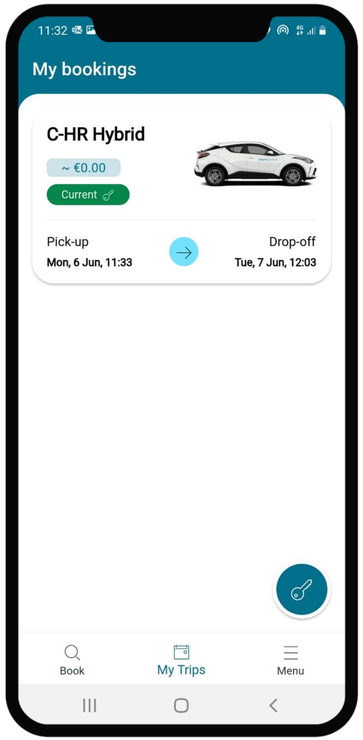


Usage

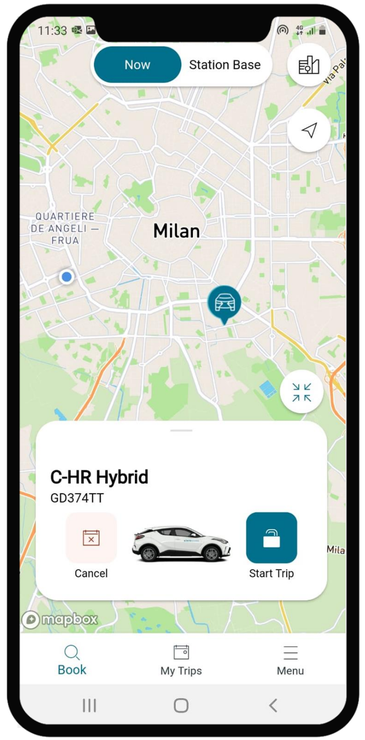


Start trip

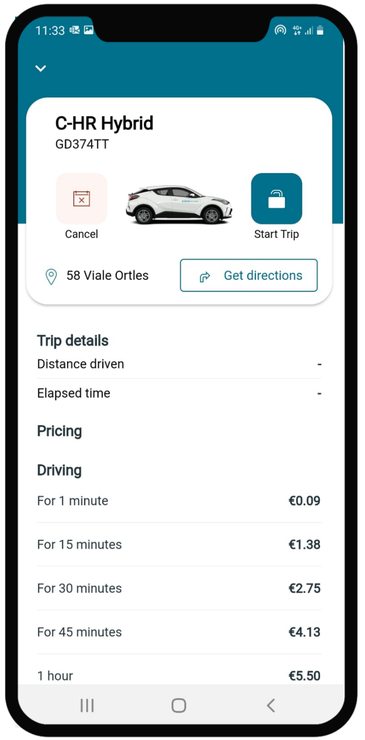
Before the start of the rental the user will receive the digital key to open the vehicle (round button with key icon).



By clicking on it s/he will visualize a modal window where s/he can cancel or start the trip.

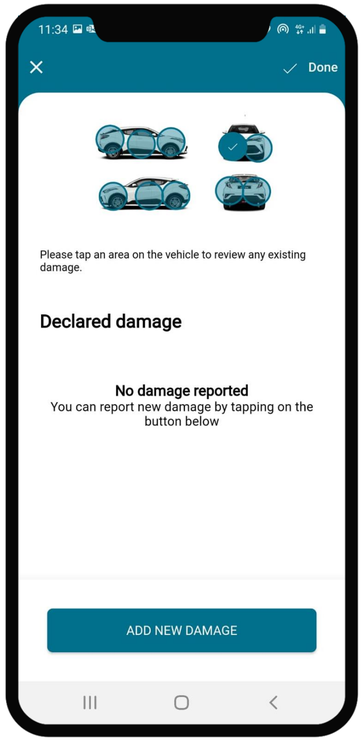


S/he can also enter the vehicle page to get directions to the vehicle location. This will open up the default navigation map installed on his/her mobile. **S/he can also visualize in real time distance and duration of his trip**.

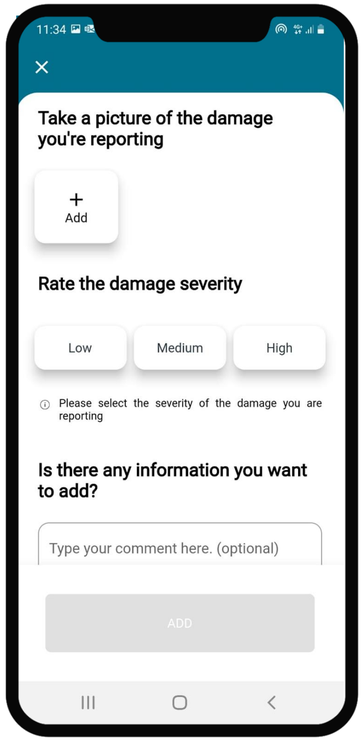


Start trip

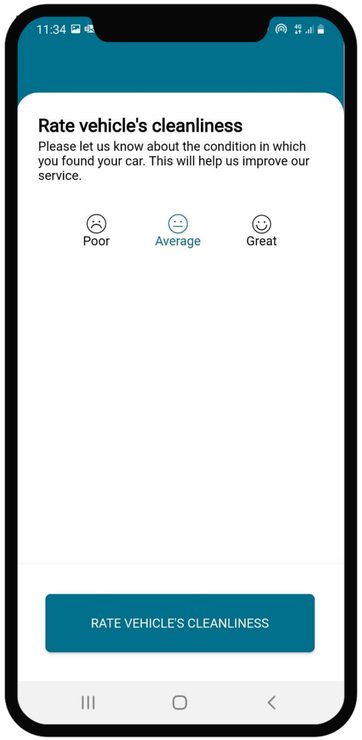
After clicking on “Start Trip” s/he will be asked to report any damage. If there is nothing to report sh/he can click on “Done” and proceed.



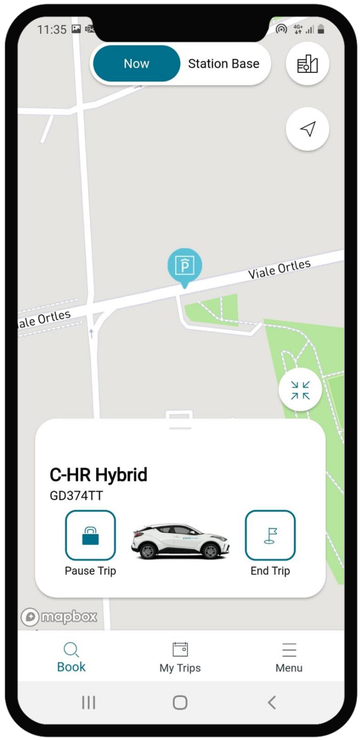
By clicking on “Add a new damage” s/he will be able to add pictures and a description of the damage (this will be reported in the back office to activate the fleet team).



Right after the vehicle opens, the app will also ask to rate the cleanliness of the vehicle (in case of a low rating, this will be reported in the back office to activate the fleet team).



After this step the user can start the trip.

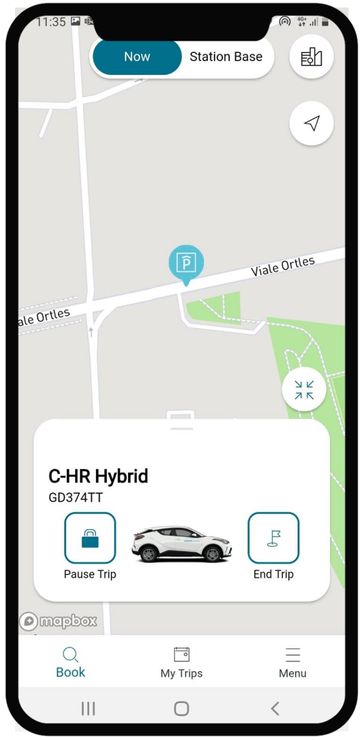


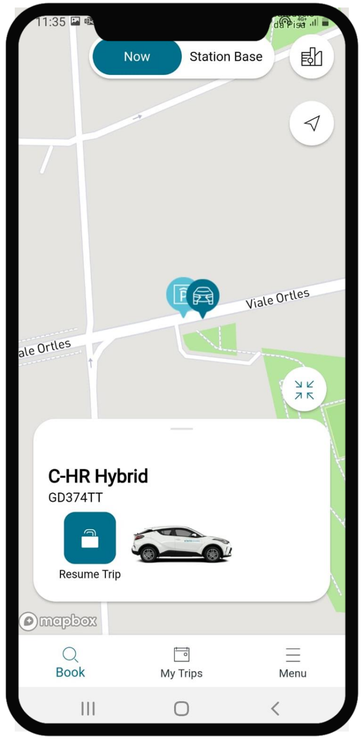
Usage

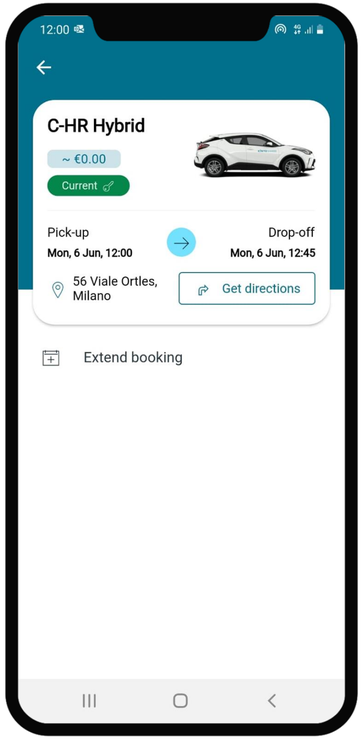
During the rental the user can pause the trip any time, locking and unlocking the vehicle directly with the app.

S/he can just click on “Resume trip” to unlock the vehicle and restart his trip.

It is also possible to extend the rental while it is ongoing by going to “My trips” section and selecting “Extend booking”.

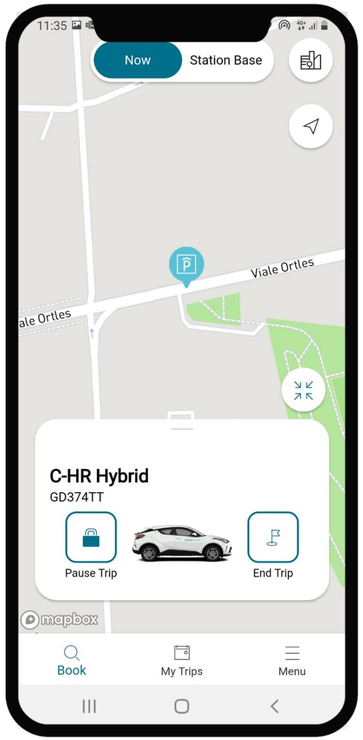




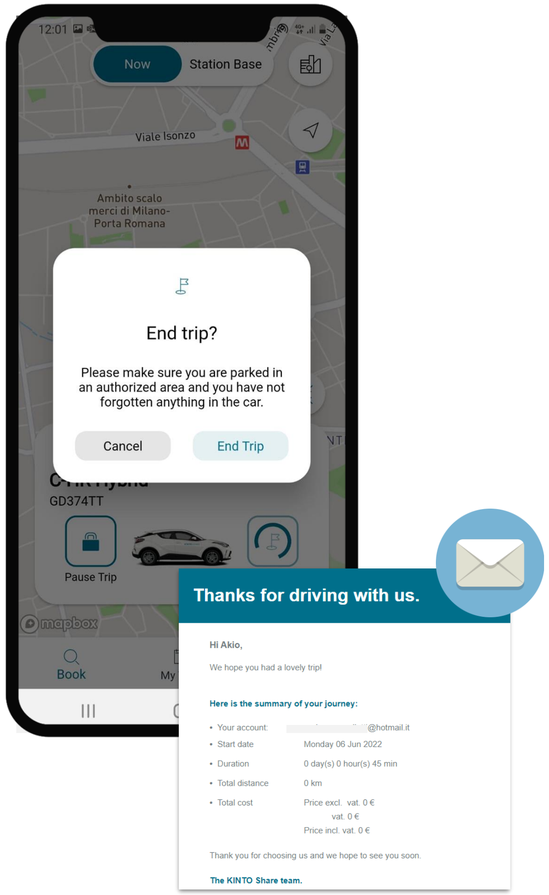


End trip

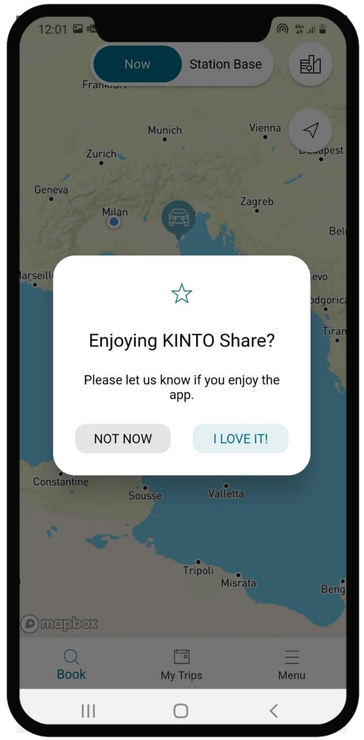
Once the user is within the release area of the station s/he can end the trip.



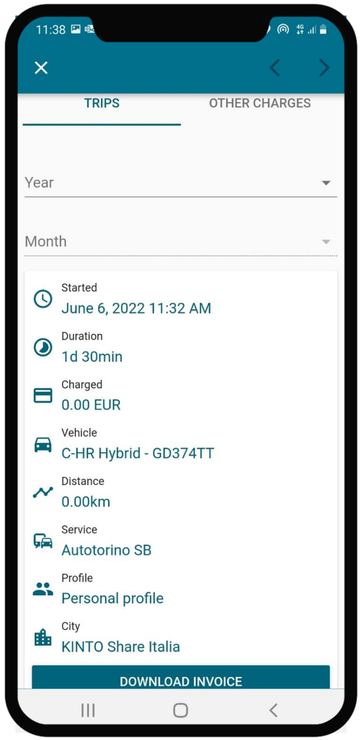
The system will ask to confirm the action before terminating the trip. At this point an email will be sent with a recap of the trip.



The user will also be asked to rate the service and experience after his/her trip.



And s/he can find all the details of the trip (including the PDF of the receipt) in his/her personal area.

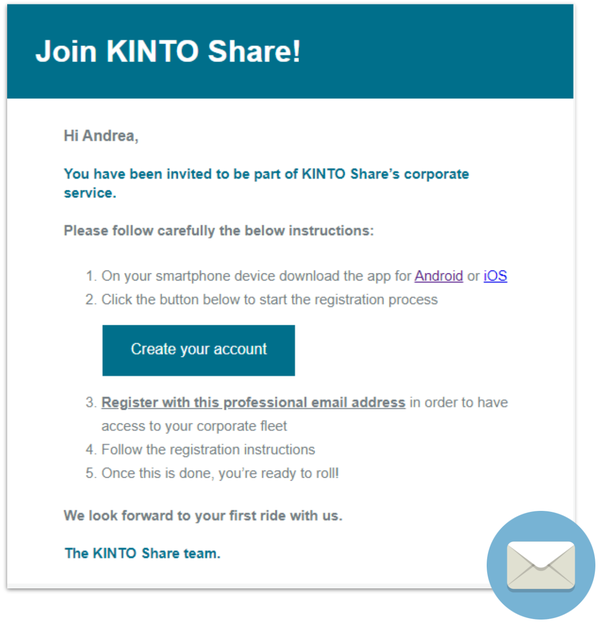


Business use

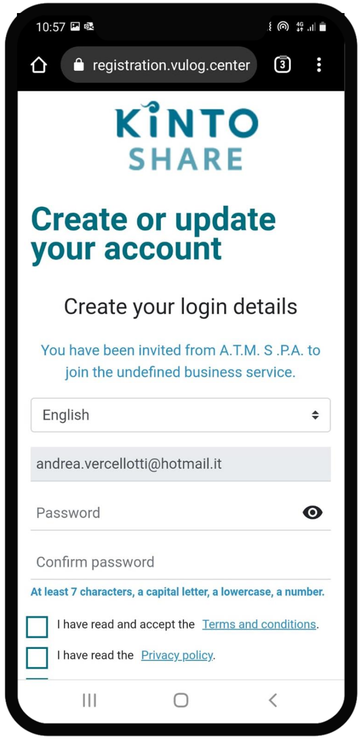


Sign up

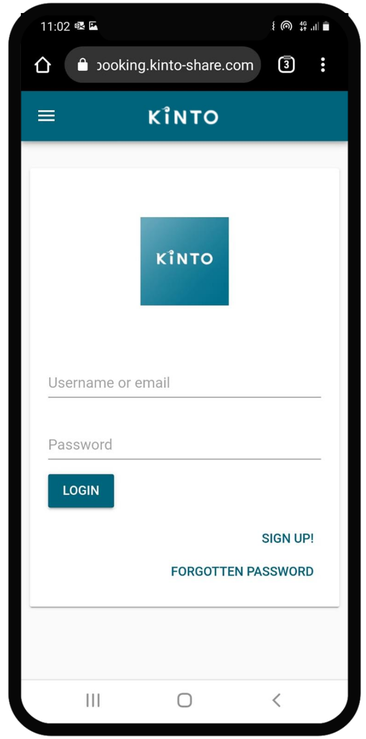
The user should not download the app and register before they receive the invitation email (this will ensure they are onboarded correctly on the service). Once they receive the invitation, using their smartphone, they click on the call to action "create your account" to be redirected to the registration process.



The registration process is the same as for private users (refer to slides 11-15) except that no payment method is asked as the profile is automatically connected to the company payment method.

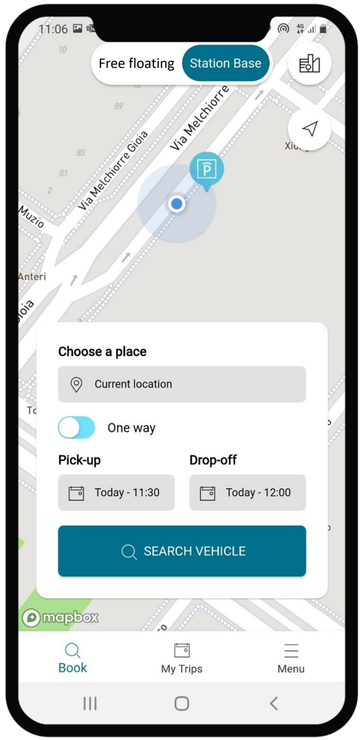


At the end of the registration s/he is redirected to the sign in page from where s/he will land on the homepage map.

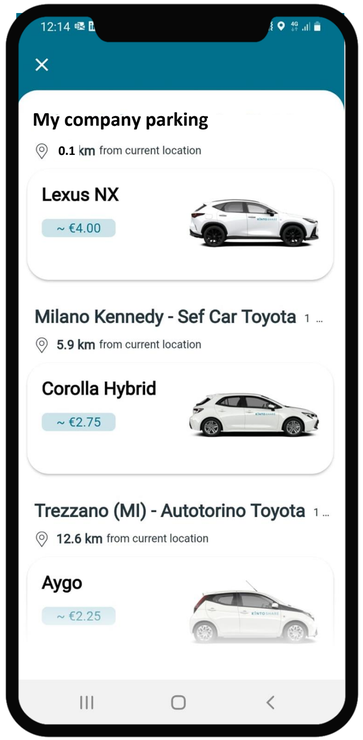


Booking

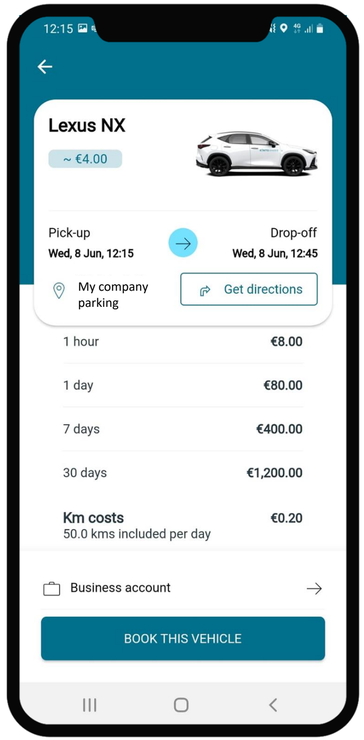
In the map view the user will visualize the pinpoint of his/her company parking.



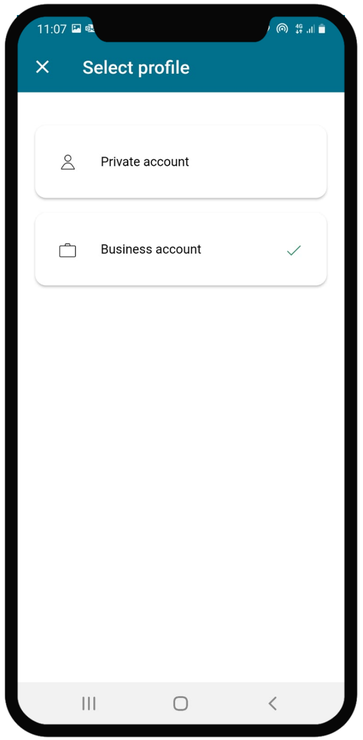
By clicking on it and searching for a vehicle s/he will visualize available options.



On the vehicle page s/he can see the payment profile to be used for the booking.



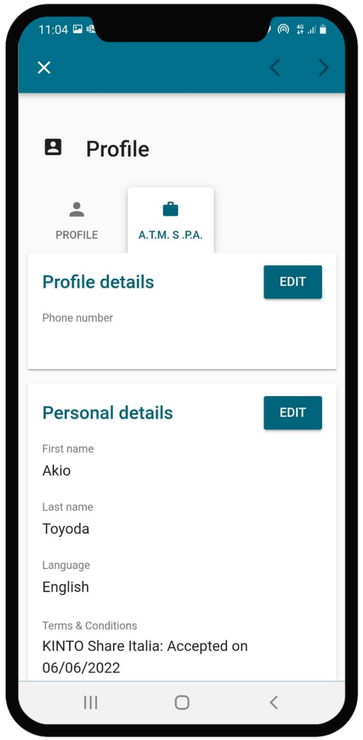
By clicking on it s/he can select the payment profile. Once the business profile is selected it will always show as default option.

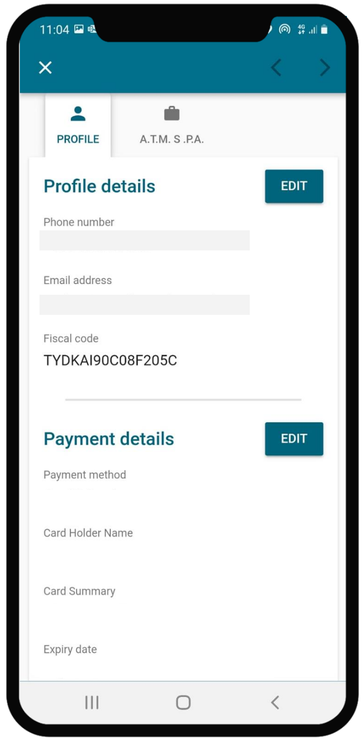


Business profile

From his/her profile page the user visualizes both his/her private and business profile and can edit details of both.

S/he can also add a private payment method in the private profile section to use KINTO Share as private user on the public fleet or on the private fleet (where allowed).





KINTO SHARE

CUSTOMER JOURNEY

KINTO